25 FEV. 1993

From: HBRASS --VCH0021A Date and time 24.02.93 17:36:36
To: AANDRADE--VCH0021A Anthony Andrade

From: H.S. Brass
Subject: Press summary 24.02.93

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See the piece on ATW-- do we need to do anything?!
*** Forwarding note from CMARCHAN--VCH0021A 24.02.93 15:22 ***
To: Infodoc users

From: C. Marchand
Subject: Press summary 24.02.93

Taxation / Finance

Ireland:
Health minister Brendan Howlin has reportedly urged a rise in cigarette taxes as a method or reducing smoking incidence. Irish Independent, 19/2.

Marketing Freedoms

Germany:
Reynolds has decided to advertise Camel watches on television. The spots have already been used in cinema ads. The company reportedly does not feel this approach would be seen as a method of circumventing German tobacco advertising restrictions. Horizont, 19/2/93.

PM Business

Russia:
Esmerk reports that Sozvezdiye, a Russian joint-venture that includes PM capital, is near bankruptcy and has an oversupply of Marlboros which, despite being sold "near cost," are too expensive, according to the article, for Russian smokers. Esmerk, 29/1/93.

Switzerland:
The end of the Swiss cigarette cartel has fostered price competition among retailers of cigarettes. Discount stores and supermarkets are reportedly attempting to gain market share over specialty tobacconists. Tabak Zeitung, 19/2.

Competition

Austria Tabak:
Austria Tabak has announced a new research center geared towards developing "lower risk cigarettes." The center will cost DM 40 million to construct. Tobacco International, 15/1/93.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmlx0000